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ZANUCK SIGNS NEW TALENT
FOR 20TH CENTURY PICTURES

Continuing their policy of signing the best available talent and most popular box office names for their 20th Century Pictures, to be released by United Artists, Joseph M. Schenck and Darryl Francis Zanuck today announced the signing of Clive Brook, Janet Beecher, Tullio Carminati and Andrew Toombes.

The signing of Brook ends 20th Century's problem insofar as a leading man for "Gallant Lady" was concerned, and it was due to the generosity of Radio, who loaned Miss Harding to Zanuck for the starring role, that Brook was secured. He is also under contract to Radio. Brook has recently appeared in "Cavalcade" and "Midnight Club."

Miss Beecher, for several years prominent on the Broadway stage, has appeared in such plays as "Courage," "Kiss In The Taxi," "Bill of Divorcement" and "The Woman in Room 13." She will make her first appearance for 20th Century in "Gallant Lady."

Carminati broke into prominence on the New York stage by his performance as the swashbuckling operatic star in "Strictly Dishonorable," his last engagement being in the current hit, "Music In The Air." He will appear in two pictures for 20th Century. He will support Ann Harding, Clive Brook and Janet Beecher in "Gallant Lady," and Constance Bennett in her first musical production, "Moulin Rouge."

Andrew Toombes, one of the country's most popular comedians, will be remembered for his work in the Ziegfeld Follies, in which he shared honors with Will Rogers. He will play the part of a press agent in the Walter Winchell story, "Broadway Thru A Keyhole," for which Barto and Mann, vaudeville team, have also been signed.

WORLD-FAMOUS SWIMMER DISCOVERED
AMONG "ROMAN SCANDALS" SLAVE GIRLS

Aileen Riggin, one of the greatest girl swimmers and divers of this generation, will be one of the Roman slave girls who dance with Eddie Cantor in "Roman Scandals," the Samuel Goldwyn production, to be released by United Artists.

It is Miss Riggin's debut as a dancer. During her aquatic career, she studied dancing as an aid to grace in diving. She graduated from the School of the Ballet at the Metropolitan Opera. During the years that followed her unequalled achievement of winning the Olympic Diving Championship at the age of 14, she continued her study of dancing, in the meantime winning most of the national diving and swimming titles. Miss Riggin has made a tour around the capital of both hemispheres. She has also been guest instructor and exhibitionist at Florida and eastern resorts before she came to California in November. On swimming, physical culture and related topics, she has been a frequent contributor to Good Housekeeping Magazine, The Ladies Home Journal, Country Life, McCall's and Liberty.

After Goldwyn had completed the enrollment of decorative femininity to appear with Eddie Cantor in "Roman Scandals," the producer and dance director, Busby Berkeley, sent out a call for trained dancers to appear in the slave market sequence. The casting offices, the agents and the dance schools all sent candidates. Goldwyn and Berkeley picked their group of 24 steppers out of the 550 who applied, knowing only a few of them by name and selecting them for grace in dancing and appearance. After the girls had been rehearsing three days, someone discovered that the dancer entered on the roster as "Eileen Regan" was Aileen Riggin, as famous in athletics as Eddie Cantor is on the screen.

YEAR OF PREPARATION PRECEDED

ANNA STEN'S DEBUT IN "NANA"

Samuel Goldwyn's picturization of the Emile Zola novel, "Nana," starring Anna Sten, went into production Aug. 7, ending a fifteen month period of preparation. This long period of preparation establishes a new record for time, care and detail in the grooming of a European player for American film stardom.

In the fifteen months since Goldwyn brought Miss Sten from Russia, treatments on twelve different stories were prepared before "Nana" was finally selected. Every kind of test has been made -- for lighting, for make-up, for diction, for dramatics, for sound recording, for singing, with an orchestra and without. She has made tests of the Rogers and Hart song that she chants in "Nana," and a trial shot of modernized can-can that she dances in the picture. She has played bits from "Mata Hari," "They Knew What They Wanted" and from the plays of Oscar Wilde. Goldwyn's plan has been to know as much about Anna Sten before she makes her first picture, as other studios know about a player after their third picture.

The career of Nana on the new grande boulevards of the gas-lit Paris of 1870, can be traced in the elaborate wardrobe that Anna Sten wears, beginning with her rags as a gutter brat, to her opulent attire as the reigning courtesan of the day. Warren William and Phillips Holmes appear as the brothers with whom Nana has her final affair. George Fitzmaurice is directing the picture, which United Artists will release.

Immediately after the completion of "Nana," Miss Sten will begin her second picture, "Barbary Coast," by Frances Marion and suggested by Herbert Asbury's historical study of the famous San Francisco vice colony. Mr. Goldwyn expects to have both pictures finished before November 1.

CHAPLIN'S AUTOBIOGRAPHY WILL
APPEAR IN AMERICAN MAGAZINE

Charles Chaplin has written his autobiography for an American magazine, Woman's Home Companion; and the life story of the man who has made millions laugh in every corner of the world will begin in the August 18 issue. It will appear in five installments and is about 40,000 words long, representing two years of work on the part of Chaplin, who wrote and edited the complete story himself.

An interesting story lies behind the acquisition of the rights to the biography by the Woman's Home Companion. Two years ago, after Chaplin had completed his last photoplay, "City Lights," Miss Gertrude B. Lane, editor-in-chief of the Woman's Home Companion, cabled the comedian while he was abroad, asking if he would be interested in writing the story of his life for the magazine. Chaplin replied that he would be pleased to discuss the matter, and Miss Lane immediately dispatched Miss Willa Roberts, managing editor of the Woman's Home Companion, to London, where the idea was discussed at length. They came to terms and the comedian went to work immediately. That was two years ago.

The autobiography reveals the real Chaplin, and in the opening installment he gives a graphic picture of one of his early romances, with which very few people are familiar. The story reveals all the pathos connected with Chaplin's brilliant career, and is written not only frankly but entertainingly. The comedian insisted that it be published exactly as he wrote it.

MICKEY MOUSE CONTEST
(Suggested in July 11 issue of "Variety")

"Mickey Mouse's latest, 'Mickey's Gala Premiere,' a parody on a Hollywood opening, is capable of yielding a different sort of identification contest that can be worked into something of real interest. Play it up as the cleverest series of caricatures ever seen in one screen collection, and offer small prizes for those who make the most complete identification. Most of them will probably be stumped by the doorkeeper, who is Sid Grauman, but most of them can spot practically the entire cast, so make neatness one of the judging points, or you may be swamped by ties. Here's a short that can be sold for feature value, if handled properly."

"OLD KING COLE" NEW

SILLY SYMPHONY

Another of Walt Disney's popular Silly Symphony short features, in color, has just been released to exhibitors in the United States. This one is called "Old King Cole," and it offers practically every character in the Mother Goose stories. It is a brilliant successor to such outstanding Silly Symphonies as "Birds in The Spring," "Father Noah's Ark" and "Three Little Pigs."

In addition to Old King Cole himself, this short feature shows such celebrated nursery rhyme figures as Mother Hubbard, The Crooked Man and the Crooked Cat, Three Blind Mice, The Old Woman Who Lived in A Shoe, Mary (who had a little lamb), Little Bo-Peep, Simple Simon, The Queen of Hearts, Jack Spratt and his Wife, Peter, Peter, Pumpkin Eater, Three Little Kittens (who lost their mittens), Humpty-Dumpty, Goosey-Goosey Gander, Puss-in-Boots, Little Red Riding Hood, Goldilocks and the Three Bears, Butcher, Baker and Candlestick Maker, Little Miss Muffet, Mary, Mary, Quite Contrary, Ten Little Indians, Three Little Pigs, Pied Piper, Hickory, Dickory Dock, Cat and the Fiddle and Little Boy Blue.

GEORGE KAMEN NEW DISNEY

REPRESENTATIVE IN EUROPE

George Kamen, who has been connected with the New York merchandising offices of Walt Disney, will represent the Walt Disney Enterprises in Europe. He has already established headquarters in London. European exhibitors will thus be granted the same advertising and publicity benefits as those of the United States, through the merchandising tieups with the Mickey Mouse trademark. Mr. Kamen has had extensive experience in department store work relative to advertising and selling, and is ideally suited to take charge of the Disney interests abroad.

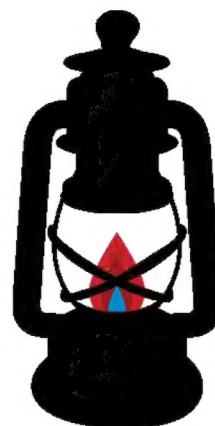
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